

**FCC EEO Public File Report**  
**WHYY, Inc.**  
**April 1, 2005 – March 31, 2006**

**Careers at WHYY, Inc.**

**Recruitment Activity – April 1, 2005 through March 31, 2006**

The report has been prepared on behalf of the Station Employment Unit that is comprised of Stations WHYY-TV, Wilmington, Delaware; WDPB(TV), Seaford, Delaware and Station WHYY-FM, Philadelphia, Pennsylvania. The information below represents the recruitment activity for all regular full and part-time positions during the period of April 1, 2005 through March 31, 2006. All open positions are listed on WHYY's website and Intranet, as well as bulletin boards located in the Philadelphia, Pennsylvania and Wilmington, Delaware facilities. Notices of job openings are also sent to industry-specific websites and publications, local newspapers, national employment websites and local organizations, including universities. From time to time, notices of employment opportunities are sent via e-mail or U.S. mail to the organizations listed in Attachment A.

Job Title	Total Interviewed	Recruitment Sources of Interviewees	Source Interviews	Hire Source
Corporate Underwriting Sales Representative	5	WHYY website Philadelphia Inquirer Careerbuilders.com	2 1	job not filled
Marketing Associate	5	WHYY website Greater Philadelphia Cultural Alliance website	3 2	GPCA website
Reporter/Producer, "Delaware Tonight"	12	WHYY website Tvjobs.com Internal Candidate Employee Referral	4 2 1 3	Internal Candidate
Graphics Designer	4	WHYY website Philadelphia Inquirer Careerbuilder.com Hotjobs.com YahooJobs.com craigslist.com New Jersey's Job Bank America's Job Bank Internal Candidate Referral from NBC 10	1       1 1	WHYY website
Civic Space	3	WHYY website	3	WHYY

Coordinator				website
Campaign Administrator	3	WHYY website Greater Philadelphia Cultural Alliance website Philadelphia Tribune Newspaper	1	WHYY website
Controller	6	WHYY website Philadelphia Inquirer Nexus (non-profit publication) Greater Philadelphia Cultural Alliance website Careerbuilder.com Hotjobs.com Monster.com Adams Brown Personnel Agency Employee Referral	1 1  1 1 1 1 1	WHYY website
Software Technician	5	WHYY website Philadelphia Inquirer Philadelphia Tribune Careerbuilder.com Hotjobs.com	2   1 2	WHYY website
Grants Associate	2	WHYY website Employee Referral	2	Employee Referral
Sr. Maintenance Mechanic	2	WHYY website Philadelphia Tribune Employee Referral	1 1	Employee Referral
Manager, Membership Services	7	WHYY website Greater Philadelphia Cultural Alliance website Internal Candidate Employee Referral	1  2 3	Internal Candidate
Executive Assistant/ President's Office	3	WHYY website Philadelphia Inquirer Careerbuilder.com Internal Candidate Employee Referral	1 1 1	WHYY website
Member & Audience Services Inbound Representatives (2)	12	WHYY website Philadelphia Inquirer Careerbuilder.com Monster.com Former Employee Employee Referral	2 1 1 3 1	WHYY website & Employee Referral

Assistant to the President/CEO	1	WHYY website Philadelphia Inquirer Philadelphia Daily News Philadelphia Tribune Careerbuilder.com Monster.com Greater Philadelphia Cultural Alliance website Internal Candidate	1	Internal Candidate
Development Coordinator	7	WHYY website Philadelphia Inquirer Philadelphia Tribune Greater Philadelphia Cultural Alliance website Careerbuilder.com Monster.com	3 4	WHYY website
On-Air Premium Associate	5	WHYY website Philadelphia Inquirer Greater Philadelphia Cultural Alliance Careerbuilder.com Employee Referral	1 2 2	Employee Referral
Community Outreach Membership Associate	5	WHYY website Philadelphia Inquirer Greater Philadelphia Cultural Alliance Careerbuilder.com Employee Referral	1 2 2	WHYY website
Associate Producer, "Fresh Air"	7	WHYY website Philadelphia Tribune Journalismjobs.com TV&Radio Jobs.com Internal Candidate	4 1 2	Journalism jobs.com
Public Information Director	4	WHYY website PRSA Philadelphia Job Bank newsletter Philadelphia Inquirer Careerbuilder.com Employee Referral	3 1	Job not filled
Sr. IT & Media Technology Manager	3	WHYY website Philadelphia Inquirer Careerbuilder.com Internal Candidate	1 1	WHYY website
Assignment Editor, "Delaware Tonight"	3	WHYY website Former Associate	2 1	WHYY website

Manager, Civic Space	4	WHYY website Greater Philadelphia Cultural Alliance website Internal Candidate Employee Referral	2  1	Internal Candidate
Data Entry Operator	3	WHYY website Philadelphia Inquirer Careerbuilder.com	1 2	Career- builder.com

## Attachment A

### Recruitment Sources used for Full and Part-time Job Openings

The Non-Profit Nexus  
At LaSalle University  
1900 W. Olney Avenue  
Philadelphia, PA 19141  
215-951-1454  
Contact: Lisa Slawinski  
[slawinsk@lasalle.edu](mailto:slawinsk@lasalle.edu)

The Global Media Group  
(The Philadelphia Tribune)  
3325 Wilshire Boulevard  
Suite 1230  
Los Angeles, CA 90010  
Contact: Clifford Roberts  
888-980-5800 x-33

Careerbank.com  
Wayne Mickens  
866-448-5044 x100

Yahoo! Hotjobs.com  
Contact: Scott Sweeney  
646-351-5345

Agent K-12  
Education Week  
6935 Arlington Road  
Suite 100  
Bethesda, MD 20814  
888-329-2372  
[recruiters@AgentK-12.org](mailto:recruiters@AgentK-12.org)  
[www.AgentK-12.org](http://www.AgentK-12.org)  
Contact Titilayo Ellis

Corporation for Public  
Broadcasting  
CPB Jobline  
901 E. Street, N.W.  
Washington, DC 20004  
202-879-9600 <http://www.cpb.org/jobline>

Association of Fundraising Professionals  
Greater Philadelphia Chapter  
308 East Lancaster Avenue  
Suite 110  
Wynnewood, PA 19096  
610-642-0599  
[chapter@afp-gpc.org](mailto:chapter@afp-gpc.org)  
[www.afpgpc.org](http://www.afpgpc.org)

Careerbuilder.com  
Contact: Laura Morris  
888-488-4473 x-5512  
[laura.morris@careerbuilder.com](mailto:laura.morris@careerbuilder.com)

The Greater Philadelphia Cultural  
Alliance  
100 S. Broad Street, Ste. 1530  
Philadelphia, PA 19110  
215-557-7811  
[gpc@philaculture.org](mailto:gpc@philaculture.org)  
[www.philaculture.org](http://www.philaculture.org)

Monster.com  
Contact: Sarah Williamson  
1-800-666-7837 x-2573  
[Sarah.Williamson@monster.com](mailto:Sarah.Williamson@monster.com)

TVJobs.com  
P.O. Box 4116  
Oceanside, CA 92052  
760-754-8177  
[support@tvjobs.com](mailto:support@tvjobs.com)  
Contact: Mark C. Holloway  
[markch@tcjobs.com](mailto:markch@tcjobs.com)

Audio Engineering Society, Inc.  
P.O. Box 1166  
Philadelphia, PA 19105  
215-327-7105  
Contact: Rebecca Mercuri  
<http://www.aes.org>

National Association of  
Broadcasters (NAB)  
1771 N. Street, NW  
Washington, DC 20036  
202-429-5300  
Fax: 202-429-4199  
[nab@nab.org](mailto:nab@nab.org)

University of Delaware  
Department of Career Services  
302-831-8479  
[www.udel.edu/csc/ft-listing.html](http://www.udel.edu/csc/ft-listing.html)  
Contact: Joyce Henderson

Arcadia University  
430 S. Easton Road  
Glenside, PA 19038  
1-877-272-2342  
[admiss@arcadia.edu](mailto:admiss@arcadia.edu)

Cabrini College  
610 King of Prussia Road  
Radnor, PA 19087  
1-610-902-8600  
[gpsadmit@cabrini.edu](mailto:gpsadmit@cabrini.edu)

Chestnut Hill College  
Office of Graduate Admissions  
9601 Germantown Avenue  
Philadelphia, PA 19118  
215-248-7126  
[graddiv@chc.edu](mailto:graddiv@chc.edu)

LaSalle University  
1900 W. Olney Avenue  
Philadelphia, PA 19141  
215-951-1593  
Fax: 215-951-1843

Rider University  
2083 Lawrence Road  
Lawrenceville, NJ 08648  
609-896-5036  
[grdsrv@rider.edu](mailto:grdsrv@rider.edu)

Rowan University  
Memorial Hall  
The Graduate School  
Glassboro, NJ 08028  
856-256-4050  
[gradoffice@rowan.edu](mailto:gradoffice@rowan.edu)

Rutgers, The State University  
Of New Jersey  
Van Nest Hall  
P.O. Box 5053  
New Brunswick, NJ 08903  
732-932-1766  
[lugin@rci.rutgers.edu](mailto:lugin@rci.rutgers.edu)

Temple University  
243 Ritter Hall  
1301 Cecil B. Moore Avenue  
Philadelphia, PA 19102  
215-204-8011  
[www.temple.edu](http://www.temple.edu)

University of Delaware  
111 Alison Hall West  
Newark, DE 19716  
302-831-6932  
[ifstgrad.coord@udel.edu](mailto:ifstgrad.coord@udel.edu)

West Chester University  
McKelvie Hall  
102 Rosedale Avenue  
West Chester, PA 19383  
610-436-2387  
[gradstud@wcupa.edu](mailto:gradstud@wcupa.edu)

The Morning Call Newspaper  
Classified Advertisement Dept.  
P.O. Box 1260  
Allentown, PA 18105  
610-820-6565  
Fax: 610-820-6756

The National Academy of  
Television Arts and Sciences  
Philadelphia Chapter  
NATAS/Philadelphia  
825 Merrill Road  
Ambler, PA 19002  
Contact: Jill Koshla  
[natasphl@msn.com](mailto:natasphl@msn.com)

The Star Ledger  
Classified Department  
One Star Ledger Plaza  
Newark, NJ 07012  
973-877-4065  
Fax: 973-877-4129

Nonprofit Oyster  
220 Highlands Lake Drive  
Cary, NC 27511  
[www.nonprofitoyster.com](http://www.nonprofitoyster.com)  
561-638-1769  
Contact: Alex Pruteanu

University of Pennsylvania  
3700 Walnut Street  
Philadelphia, PA 19104  
215-898-5356  
[admissions@gse.upenn.edu](mailto:admissions@gse.upenn.edu)

Widener University  
One University Place  
Chester, PA 19013  
610-499-4251  
[center.for.education@widener.edu](mailto:center.for.education@widener.edu)

Radio-Television Directors Assoc.  
RTNDA  
1600 K Street, NW  
Washington, DC 20006  
202-467-5257  
Contact: Janet Grerety  
[janetg@rtnda.org](mailto:janetg@rtnda.org)  
<http://www.rtnda.org>

The Cittone Institute  
Computer Education Center  
3600 Market Street  
Philadelphia, PA 19104  
215-382-1553 x-212  
Contact: Yvett Pickens  
Director of Career Services  
[ypickens@cittone.com](mailto:ypickens@cittone.com)

Wilmington News Journal  
Employment Classified Ads  
Wilmington, DE 19801  
302-324-2500  
Fax: 302-324-5511

Philadelphia Business Journal  
400 Market Street  
Ste. 300  
Philadelphia, PA 19106  
215-238-1450  
Fax: 215-238-1466  
[Philadelphia@bizjournals.com](mailto:Philadelphia@bizjournals.com)  
Contact: Ryan Delman

Villanova University  
800 Lancaster Avenue  
Career Services Office  
Corr Hall  
Villanova, PA 19085  
610-519-4062  
Fax: 610-519-7828  
<http://careers.vill.edu>

National Association of  
Black Journalists  
8701-A Adelphi Road  
Adelphi, MD 20783  
301-445-7100  
[www.nabj.org](http://www.nabj.org)

Current  
1612 K Street, NW  
Ste. 704  
Washington, DC 20006  
202-463-7055 x 36  
Contact: Danielle Mungin  
[www.current.org](http://www.current.org)

Main Line Life Newspaper  
311 E. Lancaster Avenue  
Wynnewood, PA 19096  
610-896-9555  
[www.mainlinelife.com](http://www.mainlinelife.com)

The Northeast Times  
2512 Metropolitan Drive  
Trevose, PA 19053  
215-355-9009  
Classified: 215-355-1234

[rdelman@bixjournals.com](mailto:rdelman@bixjournals.com)

Broadcasting & Cable  
P.O. Box 15157  
North Hollywood, CA 91615  
617-558-8725  
Contact: Kristin Parker  
[www.broadcastingcable.com](http://www.broadcastingcable.com)

National Hispanic Media Coalition  
2514 S. Grand Avenue  
Los Angeles, CA 90007  
213-746-6988  
Fax: 213-746-1305  
Contact: Alex Nogales  
[nhmc@azteca.net](mailto:nhmc@azteca.net)

The Pew Center of Civic Journalism  
Pew Center  
7100 Baltimore Avenue  
Ste. 101  
College Park, MD 20740  
301-985-4020  
[www.pewcenter.org](http://www.pewcenter.org)

South Philadelphia Review  
12<sup>th</sup> & Porter Streets  
Philadelphia, PA 19148  
[southphillyreview.com](http://southphillyreview.com)  
Contact: Eleanor Puggi  
215-336-2500 x-105

The City Paper  
123 Chestnut Street, 3<sup>rd</sup> Floor  
Philadelphia, PA 19106  
215-735-8444  
[www.citypaper.net](http://www.citypaper.net)

The Courier Post  
P.O. Box 5300  
Cherry Hill, NJ 08034  
Contact: Tina Ryan  
856-317-7815



Idealist.org  
79 Fifth Avenue  
17<sup>th</sup> Floor  
New York, NY 10003  
212-843-3973  
Contact: Lindsay Stark  
[Lindsay@idealist.org](mailto:Lindsay@idealist.org)

Journalismjobs.com  
Berkely, CA  
510-653-1521  
[contact@journalismjobs.com](mailto:contact@journalismjobs.com)

PRSA Newsletter  
1 Belmont Avenue  
Suite 420  
Bala Cynwyd, PA 19004  
610-617-9560  
Contact: Lee Marshall  
[lee.marshall@businesswire.com](mailto:lee.marshall@businesswire.com)

The Philadelphia Inquirer/Daily News  
P.O. Box 8263  
Philadelphia, PA 19101  
215-854-2000  
Classifieds: 800-341-3413  
[triclassifieds@phillynews.com](mailto:triclassifieds@phillynews.com)

The Chronicle of Philanthropy  
1255 23<sup>rd</sup> St., NW  
Suite 700  
Washington, DC 20037  
202-466-1230  
[www.philanthropycareers.com](http://www.philanthropycareers.com)  
[help@philanthropy.com](mailto:help@philanthropy.com)

**Supplemental Outreach Initiatives  
April 1, 2005 through March 31, 2006**

**FCC Menu Categories**

1. Participation in at least four job fairs by station personnel who have substantial responsibility in the making of hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation of women and minorities;
4. Participation in at least four events sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., that are not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public as to employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation of women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcasting employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station employment unit reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

**Below is a list of Supplemental Outreach Initiatives WHY Y participated in from April 1, 2005 through March 31, 2006:**

**Menu Category**

5). During the period of April 1, 2005-March 31, 2006, 66 people participated in WHY Y's internship program which provides students enrolled in four-year undergraduate programs with college credit and the opportunity to learn some of the skills needed for a career in broadcasting.

8-A). On June 27, 2005 all management level WHY Y staff participated in the Station's Annual Performance Management Education Program.

8-B). WHY Y provides its employees a Tuition Reimbursement Program, which nine staff members participated in during this time period.

10-A). On October 12, 2005 WHY Y staff spoke to a broadcast journalism class at Temple University about careers in radio.

10-B). On March 21, 2006, WHY Y staff spoke to local high school students about how to use their writing skills in the broadcasting field.

10-C). WHY Y staff spoke to students at the Moore College of Art about broadcasting career opportunities.

10-D). WHY Y staff spoke to communications students at Temple University about careers combining marketing and broadcasting.

12). The position of Executive Director, Development was listed with the Association of Fundraising Professionals, The Chronicle of Philanthropy, The Greater Philadelphia Cultural Alliance, the Salveson Stetson Group, and on the WHY Y website (position not filled due to departmental reorganization).

14). All WHY Y management employees have been educated on the Station's harassment policies and how they are to deal with various situations if they occur.